


**VIRGINIA DEPARTMENT OF  
ALCOHOLIC BEVERAGE CONTROL**

**AUGUST–DECEMBER 2003**

# **Alcohol Prevention Training Opportunities**

**Look inside for details!**



*“I look forward to sharing the training information with peers and implementing the appropriate programs.”*

*“With the provision of the None for the Road materials, knowledge, and guidance, this program has allowed the youth of this community to take an active role in increasing the public safety.”*

*— Matthew T. Gowin, Community Service Coordinator,  
County of Dinwiddie*

*“Excellent training!  
This is the third training  
I have attended on this  
topic and this is the  
most informative.”*

*“Thank you for letting us  
sharpen our skills with practical,  
hands-on training.”*

## EDUCATION TRAINING SCHEDULE

AUGUST–DECEMBER 2003

The Virginia Department of Alcoholic Beverage Control (ABC) involves itself with numerous alcohol prevention projects targeted to enhance public safety and law compliance within colleges and communities across the Commonwealth.

Specifically, ABC coordinates several conferences and one-day drive-in trainings pertaining to alcohol prevention each year. These training opportunities address topics that colleges, communities and ABC licensees view as modern issues. Each of the training topics is chosen because it will assist in providing strategies to move towards preventing and reducing underage drinking, thereby encouraging and working for safer communities in Virginia.

This training schedule offers technical assistance and training that introduces innovations in alcohol and environmental prevention strategies, while providing the opportunity for networking, planning and collaboration. Each training promises to be an interactive, engaging and re-energizing experience for all. Register today!

ABC brings these training opportunities to you through a federal grant from the Office of Juvenile Justice and Delinquency Prevention, specifically geared at reducing underage drinking.

### IMPORTANT INFORMATION

- Training topics are arranged by the month they will be offered.
- Directions and training site location information will be e-mailed or mailed to participants within two weeks of the training date.
- No-shows will be invoiced a fee of \$15 for their absence.
- Lunch will be provided at the training unless otherwise noted.
- Space is limited. Register early!

### PROFESSIONAL CREDITS

*Certificates will be available at each workshop illustrating the number of training hours.*

**Trainings with a symbol next to them are under review for accreditation by:**

- G** The National Commission for Health Education Credentialing, Inc. for CHES credits
- D** The Department of Criminal Justice Services, DCJS credits.

## AUGUST 2003

### **C** TUNE-UP Evaluation Training

*\* ABC Grantees have priority in registering for this training, additional spots will be filled on a first come first serve basis.*

**Thursday, August 14, 2003/Richmond**

10 a.m. – 3 p.m.

Target Audience: Current ABC Grantees, Community & College  
Prevention Professionals, & Law Enforcement

Registration Deadline: Thursday, July 31, 2003

This training will open the door for participants to gain a greater understanding and increase their skill level for conducting evaluation. It will offer participants the tools to later assess the effectiveness of local initiatives, grants, and existing programs. In addition, participants will learn to create tools for conducting evaluation of program elements and overall strategies. Ultimately, this training will give participants a greater comfort in conducting evaluation and assessment efforts.

### **D** Preventing and Dispersing Underage Drinking Parties

**Wednesday, August 20, 2003/Charlottesville**

10 a.m. – 3 p.m.

Target Audience: College and Community Law Enforcement

Registration Deadline: Wednesday, August 6, 2003

*Paid parking will be available.*

Are you interested in preventing and dispersing underage drinking parties and learning techniques for enforcing special events? This training will discuss enforcement issues specific to college campuses, including coordination between campus and community enforcement agencies. It will lay out the essential elements of party containment and dispersal, along with offender processing. Alcohol-related topics associated with small and large public events such as impaired driving and underage drinking will be addressed.

## SEPTEMBER 2003

### **Make Your Community None for the Road**

**Tuesday, September 9, 2003/Richmond**

10 a.m. – 3 p.m.

Target Audience: Community Groups, Law Enforcement, Public Safety  
Professionals, College Professionals, Parents, Community  
Prevention Professionals, ABC Licensees.

Registration Deadline: Monday, August 25, 2003

*(continued)*

“Don’t drink and drive. Appoint a designated driver. Make it *None for the Road*.” These messages can engage an entire community. Whether you are the coordinator for a community services board, the chief of a police department or the leader of a group of concerned citizens, you can play an active role in generating support for *None for the Road*. This statewide campaign encourages community groups to form coalitions and design local “grass roots” programs to discourage drinking and driving, especially during the holidays. Participants will learn what new resources are being developed for the 2003-2004 campaign. A panel of experienced *None for the Road* organizers will share their programs and offer tips and suggestions.

## **Project Sticker Shock**

**Wednesday, September 24, 2003/ Fairfax**

10 a.m. – 12 p.m.

*\* Lunch will not be provided at this training.*

Target Audience:

Community Prevention Professionals, Youth Leaders, & Law Enforcement

*This training is not for youth participants.*

Registration Deadline: Wednesday, September 10, 2003

Project Sticker Shock is a community-based youth initiative designed to prevent adults from illegally providing alcohol to youth in our community. This activity aims to reduce underage drinking by limiting youth access to alcohol through educating adults who serve as an access point to alcohol. A team of youth, accompanied by an adult chaperone and a law enforcement agent, visit participating stores in their local area placing warning stickers on all multi-packs of beer, wine coolers and other alcoholic beverages that appeal to minors or those providing for minors. The stickers display a warning message about the penalties for furnishing alcohol to minors. The impact of the stickers is increased by media coverage of the event and by permanent signs to be displayed by participating licensees.

## **D Partnerships: Youth and Law Enforcement Working Together**

**Tuesday, September 30, 2003/Charlottesville**

10 a.m. – 3 p.m.

Target Audience:


Law Enforcement and Youth Coordinators/Leaders, & Prevention Professionals

Registration Deadline: Tuesday, September 16, 2003

Often the relationship between young people and law enforcement is hindered by unnecessary and inaccurate stereotypes. Partnering youth who are interested in making a positive change in their community with law enforcement agents has proven to be an effective tool in preventing alcohol-related incidents among

*(continued)*





young people. This training will focus on alcohol purchase surveys, compliance checks and other law enforcement strategies to prevent underage drinking. Participants will go through the process of planning and implementing strategies.

## **OCTOBER 2003**

### **Youth: Participation, Recruitment and Retention**

**Tuesday, October 14, 2003/Richmond**

10 a.m. – 12 p.m.

**Target Audience:** Adults, Youth Leaders, and Community Members  
That Facilitate Youth Organizations.

**Registration Deadline:** Tuesday, September 30, 2003

*\* This training will not provide lunch unless you are registered to attend the Project Sticker Shock training being held from 1 p.m. to 3 p.m.*

Two of the most pressing issues among youth group coordinators/leaders are the problems of how to engage youth in prevention activities and in recruitment and retention of youth participants. This training will explore several strategies to engage youth in the various aspects of reducing youth access to alcohol. It will also explore innovative examples of tools, techniques and recruitment strategies to retain energetic, involved, and interested youth participants in underage drinking prevention initiatives.

### **Project Sticker Shock**

**Tuesday, October 14, 2003/Richmond**

1 p.m. – 3 p.m.

**Target Audience:** Community and Prevention Professionals, Youth  
Leaders, & Law Enforcement  
*This training is not for youth participants.*

**Registration Deadline:** Tuesday, September 30, 2003

*\* This training will not provide lunch unless you are registered to attend the Youth: Participation, Recruitment and Retention training being held from 10 a.m. to 12 p.m.*

Project Sticker Shock is a community-based youth initiative designed to prevent adults from illegally providing alcohol to youth in your community. This project aims to reduce underage drinking by limiting youth access to alcohol through educating adults who serve as an access point to alcohol. A team of youth, accompanied by an adult chaperone and a law enforcement agent, visit participating stores in their local area placing warning stickers on all multi-packs of beer, wine coolers and other alcoholic beverages that appeal to minors or those providing for minors. The stickers display a warning message about the penalties for furnishing alcohol to minors. The impact of the stickers is increased by media coverage of the event and by permanent signs to be displayed by participating licensees.

## **NOVEMBER 2003**

### **G Media Advocacy – What Messages Are You Sending and Receiving About Underage Drinking in Your Community?**

**Friday, November 7, 2003/Fairfax**

10 a.m. – 3 p.m.

Target Audience: College and Community Prevention Professionals,  
Adults, Law Enforcement, Youth Leaders/Coordinators

Registration Deadline: Friday, October 24, 2003

Media advocacy is an effective tool to include in all underage drinking prevention strategies. Media has the ability to mold, reinforce and challenge the opinions and attitudes of its diverse audience. Too often, misinformed or over inflated media messages shape the norms, attitudes and knowledge of our communities. This training will address the strategic use of mass media to advance a social or public policy issue to reduce underage drinking.

### **Facts on Tap**

**Wednesday, November 12, 2003/Charlottesville**

10 a.m. – 4 p.m.

Target Audience: College Alcohol Prevention Professionals, College Counselors, Campus Law Enforcement, Residence Life Staff, Athletics Personnel, Academic Faculty, Greek Life Staff, and Peer Educators

Registration Deadline: Wednesday, October 29, 2003

*Paid parking will be available.*

The Facts on Tap training explores the scope of drinking on college campuses. An emphasis is placed on students who are at a greater risk for alcohol and other drug problems because they are from alcoholic or substance abusing parents (Children of Alcoholics). The training emphasizes the importance of all staff in fostering a healthy social climate at the college or university level. This training will offer an opportunity to network with other college professionals in the state to share ideas, techniques, and policies that could help your alcohol and other drug prevention efforts.

### **G Strategies for Effective Policy Change**


**Tuesday, November 18, 2003/Charlottesville**

10 a.m. – 3 p.m.

Target Audience: College and Community Prevention Professionals

Registration Deadline: Monday, November 3, 2003

*(continued)*



This training will highlight the many ways youth can offer a unique perspective with regards to underage drinking policy efforts. Examples of successful policy change as a result of youth advocacy, as well as specific tools and techniques that are unique to working with youth and policy-makers will be explored. Participants will learn the process of strategic planning to initiate policy change.

## **DECEMBER 2003**

### **G Media Advocacy – What Messages Are You Sending and Receiving About Underage Drinking in Your Community?**

**Wednesday, December 3, 2003/Williamsburg**

10 a.m. – 3 p.m.

Target Audience: College and Community Prevention Professionals,  
Youth Leaders, & Law Enforcement

Registration Deadline: Monday, November 17, 2003

Media advocacy is an effective tool to include in all underage drinking prevention strategies. Media has the ability to mold, reinforce and challenge the opinions and attitudes of its diverse audience. Too often misinformed or over inflated media messages shape the norms, attitudes and knowledge of our communities. This training will address the strategic use of mass media to advance a social or public policy issue to reduce underage drinking.

### **G Working With Faith Communities In Prevention**

**Tuesday, December 9, 2003/Richmond**

10 a.m. – 3 p.m.

Target Audience: College and Community Prevention Professionals,  
Coalitions, Youth Group Leaders, Enforcement, Faith  
Community Organizations/Members

Registration Deadline: Friday, November 21, 2003

The faith community is a strong and invaluable member of society, yet often they are overlooked as a coalition member or partner who could be involved with community prevention initiatives. Faith groups can add new energy, a fresh perspective and valuable resources to prevention work. This training will take a look at the pros and cons and legal dos and don'ts of working with the faith community. It will provide specific strategies to involve faith community groups that you can take back and apply immediately. Training set-up will allow for interaction and discussion among participants/trainers and a panel of practitioners working with the faith community.



## **ADDITIONAL TRAINING OPPORTUNITIES:**

- The following training opportunities are arranged according to target audience.
- Specific dates and locations have not yet been determined.
- Watch our Web page for updates on these trainings and to register online.

Please visit us online at: <http://www.abc.state.va.us>.

## **COLLEGE AND COMMUNITY**

### **ABC's 18th Annual College Conference**

#### **The Reality of Change: Finding Common Ground**

October 24-25, 2003/Chesapeake, Virginia

Target Audience: College and Community Alcohol and Other Drug Professionals, Counselors, Law Enforcement, & College Students

Registration Deadline: Thursday, October 9, 2003

Annually, up to 30 two and four year institutions of higher education from across the Commonwealth attend ABC's Annual College Conference. Through national recognition at conferences, ABC has learned that Virginia is one of few states to provide a higher education conference/training opportunity such as College Conference annually. We are proud to say that 2003 marks the 18th year of College Conference. Look for a detailed brochure on this training to come to you in the mail or check out ABC's Web site to download the brochure in August: <http://www.abc.state.va.us>.

*\* This 2-day conference/ training has a small registration fee.*

*\* You cannot register for this training-conference with this brochure.*

### **Environmental Prevention Strategies**

Anticipated Date: January 2004

Environmental prevention practices have the potential to change the underlying economic, legal, and cultural processes of community systems that contribute to substance abuse. These practices represent an important prevention tool; however, the concept is not widely understood. This workshop will focus on environmental strategies, including information on what they are, how to use them in your community, how they can strengthen your coalition, and ways environmental initiatives can benefit you! This workshop is designed to increase the participant's skill level and understanding of environmental prevention practices so that application can be made in your community.

## ABC LICENSEES

For those college or community coalitions who are working directly with ABC licensed establishments, the following training opportunities will be held for managers and sellers/servers of alcohol. Please check the ABC Web site for specific dates and to register: <http://www.abc.state.va.us>.

### **Responsible Sellers/Servers: Virginia's Program (RSVP)**

\* *Registration information can be found online at <http://www.abc.state.va.us>*

The reputation of an establishment licensed to sell alcohol in the community relies heavily on the people who deal directly with the public-servers and sellers. In this training, employees of ABC licensed establishments will learn how to prevent alcohol sales to minors and intoxicated customers, how to spot fake IDs and much more. RSVP participants will also learn about the laws and administrative regulations that govern alcohol sales and consumption in Virginia.

### **Managers' Alcohol Responsibility Training (MART)**

\* *Registration information can be found online: <http://www.abc.state.va.us>*

MART is a one-day training specifically designed for managers to learn effective ways to conduct business within ABC laws, rules and regulations. Technical assistance will be given on interpreting ABC laws, checking IDs, employing minors, proper advertising of alcohol and other management-related issues.

### **Licensee Educational Summits**

\* *Check online: <http://www.abc.state.va.us> or call Education, (804) 213-4688 to see when the next summit will be held.*

When appropriate, educational summits will be held on topics of concern for the licensee. In the past, summits have been held on recognizing and detecting fake IDs. The summits start with presentations on specific subjects and are then followed with panel discussions with special agents, law enforcement and other appropriate community officials. Topics may include: advertising and signage, drugs, ABC laws, and other alcohol-related issues that licensees find important.

## YOUTH

### Youth In Action Training

\* This training can be scheduled in your individual community.

For more information please contact ABC Education, (804) 213-4688.

Youth In Action (YIA) is a youth prevention project sponsored by the National MADD office. Youth In Action is a partnership between youth, law enforcement and retailers to reduce the social and retail availability of alcohol to minors. The program specifically focuses on training youth to initiate environmental prevention strategies that reduce underage drinking. Once trained, YIA teams look for community solutions, laws and policies, instead of focusing their attention specifically on their peers. The program offers leadership, life skills and fun!

### ANTICIPATED SPRING 2004 TRAINING TOPICS

*\* Look for the spring 2004 training brochure to come to you in early January 2004*

- Grant Writing
- Building A Coalition
- Sustaining A Coalition
- Training Resident Assistants to Educate Students About Alcohol Prevention
- Designing Effective Media Campaigns on Alcohol Prevention
- Peer Mediation/Conflict Resolution
- Campus Law and Policy around Alcohol Issues
- The Basics of Environmental Prevention Strategies for Communities & Colleges
- Youth Empowerment
- Working With Judges and District Attorneys
- The Nuts and Bolts of Sobriety Checkpoints
- The Stages of Change Model

## VIRGINIA SPECIFIC GRANT OPPORTUNITIES

\* Information on these opportunities will come out in the spring 2004 training brochure.

### 2004-2005 Community Coalition Grant Application

### 2004-2005 Operation Undergrad Grant Application

To view past grant RFP applications for both of these grant opportunities, visit ABC's Web site: <http://www.abc.state.va.us/education.html>.

*The 2004-2005 applications may differ in requirements and in content from what is currently on the Web.*

## WAYS TO REGISTER

\* Please note registration confirmations will **ONLY** be provided when registering online.



REGISTER ONLINE! <http://www.abc.state.va.us/education.html>



Fax the registration form to Education at (804) 213-4457



Mail the registration form to:

Virginia ABC Education  
c/o Training Registration Fall 2003  
2901 Hermitage Road  
Richmond, VA 23220



Questions? Call ABC Education, (804) 213-4688.

## CANCELLATION & NO-SHOW POLICY

If you must cancel out of one or more of the trainings, please cancel by phone, (804) 213-4688 or e-mail [education@abc.state.va.us](mailto:education@abc.state.va.us) at least five business days in advance or find someone to replace you. **All no-shows will be billed a fee of \$15 for their absence.** No-shows are costly, not only do they take the place of someone else; they negatively affect our ability to offer training opportunities at no cost to you.

All mentioned training opportunities, with the exception of ABC's Annual College Conference, are funded through a federal grant from the Office of Juvenile Justice and Delinquency Prevention.

## LIMITED SPACE AVAILABLE

Many individuals wish to attend these workshops. Unfortunately, only a limited number of people can be registered due to spatial restrictions. Please send us your registration early to hold your spot, if you are interested in any of the mentioned workshops. If you need to cancel, please abide by our cancellation policy above. If you try to register and it is past the registration deadline or the workshop is full, we will notify you and place you on a waiting list. If a spot opens, we will contact you.

Once registered, directions to the specific training location will be mailed or e-mailed to you within two weeks of the training date.

- Please feel free to make copies of this brochure, download from ABC's Web page: <http://www.abc.state.va.us/education> and/or request additional copies from Education. If you have received several copies of this brochure from us, please pass along to your colleagues.
- Participants are responsible for their own lodging and transportation to and from the training as needed.

*“This is an excellent training; we need more youth programs like this in Virginia!”*

*“Both kids and parents were very enthusiastic about the Sticker Shock program. It was well covered by the media and we’ve gotten positive feedback from participating stores and from community members who saw the news coverage.*

*—Amanda Dudley, Lynchburg “Community Coalition”*

# REGISTRATION



Please **TYPE** or **PRINT** clearly.

To register, fax or mail this form to ABC Education (804) 213-4457.

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

ORGANIZATION: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_

FAX: \_\_\_\_\_

E-MAIL: \_\_\_\_\_

☐ Vegetarian lunch requested

☐ Other special needs, please contact ABC Education (804) 213-4688:

\_\_\_\_\_

***I would like to register for the following training(s) and realize if I need to cancel out of a training I must do so at least five business days in advance or I must find someone to go in my place. If I am a no-show, I will be invoiced a fee of \$15 for my absence.***

☐ **TUNE-UP Evaluation Training**

*\*Priority given to ABC Grantees*  
August 14, 2003/Richmond

☐ **Preventing & Dispersing Underage Drinking Parties**

August 20, 2003/Charlottesville

☐ **Make Your Community None for the Road!**

September 9, 2003/Richmond

☐ **Project Sticker Shock**

September 24, 2003/Fairfax

☐ **Youth & Law Enforcement Working Together**

September 30, 2003/Charlottesville

☐ **Youth: Participation, Recruitment, & Retention**

October 14, 2003/Richmond

☐ **Project Sticker Shock**

October 14, 2003/Richmond

☐ **Media Advocacy for Adults**

November 7, 2003/Fairfax

☐ **Facts on Tap**

November 12, 2003/Charlottesville

☐ **Strategies for Effective Policy Change**

November 18, 2003/Charlottesville

☐ **Media Advocacy for Adults**

December 3, 2003/Williamsburg

☐ **Working with Faith Communities on Prevention Issues**

December 9, 2003/Richmond

## PLEASE SEND ME MORE INFORMATION ON:

☐ 18th Annual College Conference  
October 24-25, 2003/Chesapeake, Va

☐ Environmental Strategy Training

☐ Licensee Education

☐ Youth In Action Training



*“Much of the information presented confirms the methods we are using based upon environmental resource and enforcement needs. Thank you!”*

*“I have a better understanding about underage drinking and strategies for working with students in a safe way.”*

*“Attending this training has validated that our coalition is moving in the right direction! Thank you!”*

*“I am thankful to the trainer for allowing questions and comments from the floor.”*



Virginia Department of Alcoholic Beverage Control, Education Section  
2901 Hermitage Road • P.O. Box 27491 • Richmond, VA 23261-7491  
Phone: (804) 213-4688 • Fax: (804) 213-4457  
E-mail: [education@abc.state.va.us](mailto:education@abc.state.va.us) • Web: [www.abc.state.va.us](http://www.abc.state.va.us)



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